

# Election Related Resources Policy

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<b>Approved by:</b>	OPL Board
<b>Accountability:</b>	Chief Executive Officer
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## Purpose:

The *Municipal Elections Act, 1996*, as amended, prohibits municipal boards including the Oakville Public Library (Library) from making campaign contributions to municipal candidates or registered third parties. As a campaign contribution may take the form of money, goods or services, this procedure provides a fair and consistent approach on how municipal board resources can and cannot be used during a municipal election. This procedure supports compliance with the *Municipal Elections Act, 1996*, as amended, the Code of Conduct for Members of Council and Local Board Members, and the Employee Code of Conduct.

## Scope:

This policy applies to all Members of Council, municipal and library staff and volunteers, registered election candidates, registered third parties, and members of the public.

## Policy Statement:

Library resources, assets or funding may not be used for any election related purposes, except as identified in this procedure.

### 1. Election campaigning

- a) Election campaign materials may not be displayed at Library facilities, unless otherwise outlined in this procedure.
- b) Library owned, rented or run assets and facilities may be rented in accordance with Library policy and procedures and current rates and fees for election campaign activities providing the rental is available to all candidates and third parties. Use of rentals are subject to the following conditions:
  - i. All election campaign materials must only be displayed within the allotted rental period in the allotted rented area designated in the rental agreement; and

- ii. Rentals for campaign related activities are not permitted from the first date of advance voting to the day after voting day.

“All candidates” meetings can be held at the Library, either as a library program or sponsored by another group, provided that all candidates are invited to attend such meetings. A candidate cannot be featured or promoted in association with any other regular library program or event.

- c) Registered candidates and registered third parties may attend Library organized or funded events during a campaign period, but may not display or distribute any campaign materials.

## **2. Use of corporate identifiers and resources**

- a) The Library’s corporate logo, corporate branding, slogan or other corporate identifiers or that of its affiliates, shall not be used by any other body or person for any election campaign-related purposes.
- b) Registered candidates and registered third parties may not use photographs, videos, electronic images, or graphics, produced by the town or its affiliates.
- c) Use of photographs or videos not produced by the Library or its affiliates, and taken from a publicly accessible place, in campaign advertising containing the corporate logo, corporate branding, slogan or other corporate identifiers is not in contravention of paragraph 2(a) of this procedure.
- d) Corporate resources shall not be used for:
  - a. the printing or distribution of any material that illustrates that a member of Council or any other individual is registered or intends to run for office; or
  - b. the printing or distribution of any campaign material that makes reference to, or contains the names or photographs, or identifies registered candidates.
- e) No Library consumable materials, such as toner and paper, associated with computer systems shall be used for election campaign-related purposes.
- f) Lists and files produced using Library resources, with the exception of lists produced for election purposes in accordance with the Municipal Elections Act, 1996, may not be used for any election campaign-related purposes.
- g) In accordance with the Online Communications Policy, the Library will not publish any material used to promote individual political opinions or campaigns.

## **3. Oakville Public Library Staff and Volunteers**

- a) In accordance with the Employee Code of Conduct, Library staff and volunteers, including any contractors providing services to the Library shall not canvass or actively work for any candidate or registered third party during hours in which the staff/contractor is receiving compensation from the Library or in the case of volunteers during their scheduled volunteer hours.

#### 4. Library services

- a) The following Library services shall be discontinued for Members of Council as of nomination day:
  - i. all forms of advertising, including advertising in Library publications; and
  - ii. all printing, photocopying and distribution, including printing and general distribution of newsletters unless so directed and approved by the Library.

#### 5. Technology related provisions

- a) Any links to external personal sites from an individual Member of Council serving on the Library Board on the Library website will be removed the date nomination papers are filed during a municipal election year. These links may include election-related web sites, social media links or domain names.
- b) Websites, domain names, emails, or other corporate systems that are funded by the Library shall not include any election-related campaign material or links to sites that feature election-related campaign material.
- c) Registered candidates and Members of Council may not use the Library website, domain names, and other systems, for campaigning or display of any.
- d) Election-related materials. Links to the Library's website are permitted from a candidate's election website for the purpose of obtaining information about the election or sharing program/service information.

### Definitions:

Campaign contribution: anything of value given to influence an election, may take the form of money, goods, or services.

Campaign period: in accordance with Section 88.24 of the *Municipal Elections Act, 1996*, as amended, and begins on the day in which nomination papers are filed and ends on December 31st in the case of a regular election and 45 days after voting day in the case of a by-election.

Campaign related activities: any activity by or on behalf of a candidate, registered third party, or question on a ballot meant to elicit support during the election period.

Campaign materials: any materials used to solicit votes for a candidate(s) or question in an election or any materials that promote or oppose the candidacy of a person for elected office. Including but not limited to literature, banners, posters, pictures, buttons, clothing, or other paraphernalia. Campaign materials also include, but are not limited to, materials in all media, for example, print, displays, electronic radio or television, online including websites or social media. Campaign materials do not include election signs, which are governed by the town's Sign By-law.

Library resources: may include facilities, infrastructure, assets, equipment, supplies, services, staff or any resource that belongs to or is funded by the Library.